

# WEATHER'S FUTURE: ACCURATE, TIMELY, PERSONALIZED

The smartest technologies on the market bundle next-gen technology with personalized notifications that tap into viewers' deep, ongoing connection to local weather information.

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# HOW WEATHER TECHNOLOGIES HELP BROADCASTERS DO THEIR JOBS BETTER



Smart GMs, news directors, and station meteorologists know the status quo no longer flies when it comes to providing local weather coverage.

Today's viewers demand more personalization when it comes to weather news. Which blocks in San Francisco's Twin Peak district will be shrouded by fog at 5 a.m.? How many streets on Chicago's Northside will be

pelted with sleet due to the lake effect of Lake Michigan?

Those microclimate details are the details that matter.

And now this customized, detailed data that's uniquely suited to a certain geographic area must be massaged for distinctive media platforms—be it a digital alert warning of an impending thunderstorm, a social media update on an imminent rain shower, or a drive-time forecast scheduled for a 6 a.m. TV broadcast.

What technology is best suited for communicating these kinds of announcements? Platforms that recognize that, even though some things change, others stay the same: Even though the devices in our hands and homes have evolved, our deep connection to what's local hasn't changed—particularly when it comes to weather.

The best offerings on the market pool best-of-breed weather prediction technology and easy-to-deploy platforms that offer multiple-device delivery capability. A platform must know a neighborhood inside and out and provide users with weather data that's accurate, timely, and personalized.

One company meeting that challenge is The Weather Company, an IBM Business. It is the world's largest private weather enterprise, with well-known divisions such as The Weather Channel and Weather Underground, delivering billions of forecasts every day to consumers and businesses. The company's new solutions link proprietary local radar data and 3D radar visualizations to keep up with viewers' preferences in accessing weather information on a daily basis.

For example, the company's Max Engage is a hyper-local mobile experience that offers a unique way of alerting viewers to the type and potential impact of incoming weather. Two next-generation radar technologies, Defender and Ranger, are the result of a partnership between The Weather Company and Enterprise Electronics Corporation. These solutions offer stations accurate, timely, and personalized weather data through a long-range radar able to track multiple fronts in a given area or by using a portable radar system for short- to medium-range weather detection.

These technologies offer more than standard metrics like

reflectivity and velocity; they provide meteorologists deeper access to data like spectrum width and differential reflectivity and offer next-level reach for cross-platform sponsorship and channel branding.

Perhaps most importantly, the technology ensures that broadcasters meet one of their core objectives: to serve the public interest. This has been the case for KOKI-TV, a Fox-affiliated station in Tulsa, Oklahoma, that has used The Weather Company technology to inform viewers and keep track of tornados threatening viewers in nearby counties.

This ebook, which is a collaboration between NewBay Media and The Weather Company, explores the different ways in which weather technologies are helping broadcasters do their jobs better by delivering compelling content, targeted and relevant information, and personalized cross-screen weather coverage to viewers. Read on to learn more.

**Louis Hillelson**

Vice President/Group Publisher  
Broadcasting & Cable  
Multichannel News  
Next TV  
Ratings Intelligence  
lhillelson@nbmedia.com

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# Forget the Five-Day— Today's Weather Has to Be Up to the Second

Digital and social tools arm forecasters with a wealth of information, but also quicken the pace of evolution



By Diana Marszalek

dianamars@verizon.net | @DKmarszalek



WBZ Boston's Eric Fisher reports from the field when viewers really need to see what the conditions outside are like. For Fisher, tracking storms can be a 24-hour event.



WHEN BAD WEATHER'S brewing near Boston, Eric Fisher, CBS O&O WBZ's chief meteorologist, hunkers down at home long after his late-night newscast,

poring over weather models so he can duly warn viewers of looming storms.

Roughly 1,400 miles south, in Tampa, Fla., Paul Dellegatto, the chief meteorologist at Fox O&O WTVT, daily feeds social media at the same furious pace as when he first started using

## WHY THIS MATTERS

Climate change and societal shifts mean more consumers hungering for timely predictions. The pace is exhausting, but can yield a strong bond with viewers.

the platforms to strike up relationships with viewers about five years ago. Even now, Dellegatto is wired seven days a week, even while on vacation, and responds to every viewer communication he receives.

Meanwhile, Belinda Jensen, chief meteorologist at KARE,

Tegna's NBC affiliate in Minneapolis, is on the job from the moment she wakes up. She analyzes radar feeds and pushes out forecasts across platforms, all with precision and consistency consumers can't get from apps.

"I yearn for some slow days," says Jensen, a 25-year industry vet who fondly remembers having the luxury of time in creating and delivering forecasts. "The bottom line is, people want immediate gratification with everything in the world including the weather forecast."

Those kinds of round-the-clock days are,

for the most part, now the norm for local TV meteorologists, whose jobs are infinitely more complex, and more consuming, than they were for their rip-and-read predecessors. Whereas early TV weathercasters were prized for sunny dispositions, TV stations today put a premium on hiring degreed scientists who have expertise in synthesizing complex meteorological information, as well as a knack for communicating it in a way that laypeople understand.

“Our jobs have evolved considerably because of all the things we are expected to do to keep the public informed,” says John Morales, chief meteorologist at NBC O&O WTVJ Miami. “That’s just the nature of the beast these days.”

That evolution, which has sped up considerably over the last decade, has been driven by a range of factors affecting the local broadcast industry and beyond.

On one hand, TV meteorologists are having to expand the breadth of their work in response to larger challenges facing all of local TV, ranging from stiff digital competition to a 24-hour news cycle.

But the urgency of doing their jobs with precision, which includes keeping people safe, has also become more acute. Weathercasters say that climate change has raised the stakes, as severe weather is more common than it used to be.

Jerry Taft, chief meteorologist at ABC O&O WLS Chicago, says over the last seven

**“I’m not sure how it’s going to evolve in a year or two, but, for now, this instant interaction is certainly going to be a big part of what we do.”**

—Paul Dellegatto, WTVT

years the number of tornados that hit the market has risen from one every couple of years to as many as three annually.



**KARE Minneapolis' Belinda Jensen feeds forecasts on platforms from TV to social to keep up with viewers' demands.**

In addition, a rising number of people are moving to places prone to severe weather, compounding the problem, local broadcasters say. Places like Houston, which floods; South Florida, which gets lightning strikes and hurricanes; and the middle part of the country known as Tornado Alley are seeing spikes in populations, they say.

“There are more people in harm’s way,” Morales says.

In turn, TV meteorologists have long been ahead of the curve leveraging platforms like social media, and today remain among cyberspace’s most engaged, innovative TV personalities. Having plunged into digital media at an early stage, weathercasters today oversee a range of off-air initiatives, most of which they created and sustain themselves.

Many of their elaborate ventures are built on offering real-time, interactive weather coverage that can’t always be done on linear TV. They include, for example, the video call-in show that Denis Phillips, the chief meteorologist at Scripps’ ABC affiliate WFTS in Tampa, streams online; covering a lightning storm for 188,000 people using Facebook Live, which Dellegatto did in July; and building vibrant online communities by maximizing social media. Mark Johnson, chief meteorologist at WEWS, Scripps’ ABC affiliate in Cleveland, Ohio has 140,000 followers.

“I’m not sure how it’s going to evolve in a year or two but, for now, this instant interaction is certainly going to be a big part of

## LOCAL TV'S WEATHER WHIZZES

Using a mix of ratings, awards and social media metrics, *B&C* selected a cross-section of meteorologists spread out across the top 25 DMAs who deserve a tip of the umbrella. Here is a look at the 2016 major-market Weather Whizzes, along with their station's ownership and affiliation:

### PETE DELKUS, CHIEF METEOROLOGIST, WFAA DALLAS (TEGNA, ABC)



Delkus designs his weather reports so that viewers understand what the information he is providing means to them as they go about their daily routines. He tries to avoid getting bogged down with jargon while striving to provide viewers with a deeper understanding of why weather events occur.

### PAUL DELLEGATTO, CHIEF METEOROLOGIST, WTVT TAMPA, FLA. (FOX O&O)



Dellegatto is the longest-tenured chief meteorologist in Tampa television. He was the first meteorologist in the country to show the various spaghetti models that illustrate the complexity of tracking tropical systems.

### ERIC FISHER, CHIEF METEOROLOGIST, WBZ BOSTON (CBS O&O)



Fisher is a pretty affable guy on-air. But he’s a self-described “psycho” when it comes to work, which starts with checking computer models upon waking up. “Anyone who pops into the weather office during forecast and prep time knows I’m not particularly friendly at that time,” he says.

what we do,” Dellegatto says. “This is the kind of stuff that plays a big role in how we reach consumers and customers.”

It also helps that, as scientists who rely on things like radar feeds and computer models, meteorologists tend to be tech-savvy, so much so that they already have figured out what does and doesn’t work in reaching viewers.

Several years ago, for instance, weathercasters were already begging off Facebook, long the darling of local broadcasters. They realized that legions of followers weren’t getting critical weather warnings because the platform’s algorithms filtered such posts out of their news feeds.

“Facebook is still a huge venue but you can’t get people on it to see something right away,” Fisher says.

TV stations are also taking weather up a notch by giving it greater play in newscasts as well as investing in next-gen technology.

After decades of relying on data from the National Weather Service, WLS earlier this year became the first in the market to have its own Doppler 7 Max. The state-of-the-art radar system, like its predecessors, is able to detect storms. But it is also able to detect the storms behind the storms.

The latest radar also has the power to offer particulars like, say, the difference between small and large raindrops, and whether the debris caught up in a storm is indicative of a tornado or heavy rain.

Taft, a former Air Force pilot with radar ex-

perience, says that during most of his 32 years at the station he didn’t see any reason to have station radar. That requires a seven-figure investment in the equipment, land to put it on, and government approvals. “For years and years I was on the other side of the fence,” he says. “I didn’t see reason to take the big bite.”

Now that the market is experiencing more severe weather, however, National Weather Service data feeds no longer cut it, Taft says. NWS information is already four to six minutes old by the time WLS receives it, not an acceptable lag in dangerous conditions.

“If you are putting data on the air that’s four minutes old, a storm moving 60 miles per hour would be four miles away from what you showed viewers on screen,” Taft says. “If you are showing the whole area, that’s good enough. But the more you are zooming in, the more you show how wrong you could be. ... You just want to know where the hell it is.”

The CBS O&Os also continue to upgrade their weather equipment.

Flagship WCBS in New York this summer will debut an updated version of the mobile weather vans used by stations across the group.

The imposing vehicle—an industrial-size Chevy Suburban decked out with flashing lights and graphics—is tricked out for weathercasters to report from the road even under the toughest conditions. It has five mounted cameras, a full array of weather sensors, and can transmit signals using satellite or cellular

bonded equipment.

After a snowstorm several years ago, WCBS broadcast from an earlier version of the van while out driving with Brooklyn’s borough president, airing pictures of streets that had yet to be plowed.

Peter Dunn, CBS Television Stations president, says investing in that kind of equipment is a reflection of local TV’s commitment to covering weather—as well as the medium’s dominance in doing so.

“No one has local down to the neighborhoods like we do. And we save lives,” Dunn says. “We look at it as a responsibility.”

Affiliates are making the most of such investments by playing up weather more so than in the past. Morales, for instance, says he breaks into regular programming far more than he used to, as well as simultaneously working the Web and social media to warn viewers of severe weather.

Last winter, during which South Florida saw a spike in tornadoes due to El Niño patterns, WTVJ started issuing weather alerts even before storms neared the area.

“We have paradigms set up in better ways to make people aware that the weather might be dangerous that day,” Morales says.

Certainly, weathercasters have a vested interest in hitting these marks, especially keeping the public safe. As one of the reasons viewers tune in to their local station, meteorologists are among local TV’s most visible (and highly paid) personalities.

**IRV GIKOFSKY, CHIEF WEATHER EXPERT, WPIX NEW YORK (TRIBUNE, CW)**



A former school-teacher, Gikofsky created the New York City school system’s first computerized weather programs for kids to use. Known on-air as “Mr. G,” Gikofsky has visited more than 500 schools, many in lower income districts, as a motivational speaker.

**JOHN MORALES, CHIEF METEOROLOGIST, WTVJ MIAMI (NBC O&O)**



Having worked in Spanish- and English-language TV, Morales was the first Hispanic broadcaster to substitute as meteorologist on the weekend edition of NBC’s *Today* show, which he did multiple times while working at Telemundo WSCV Miami. He is one of very few broadcast meteorologists elected to be a Fellow of the American Meteorological Society.

**MIKE NELSON, CHIEF METEOROLOGIST, KMGH DENVER (E.W. SCRIPPS, ABC)**



In the 1970s and ‘80s, Nelson helped pioneer weather systems for early computers, including the Apple IIc, the first attempt at an affordable computer display for broadcast meteorology. Since then, he has installed systems at dozens of TV stations and trained big-name personalities such as NBC’s Al Roker.

**BRAD PANOVICH, CHIEF METEOROLOGIST, WCNC CHARLOTTE (TEGNA, NBC)**



The consummate weatherman, Panovich says he’s passionate about the weather, and keeping people apprised of what’s afoot, especially when weather can truly impact their lives. “I love this stuff and have since I was six years old,” he says. “So I live, breathe and sleep weather.”

**LOCAL TV’S WEATHER WHIZZES (CONTINUED)**

There are perks that come with still being the go-to source for local weather.

But they are no longer sacrosanct, either, no matter how aggressively they engage with their communities.

The plethora of weather apps, and consumers' propensity for checking forecasts up to eight times a day, puts broadcasters at serious risk of being eclipsed by computers.

"Our next battle is going to be showing the value of a human forecast and what we can add," Fisher says. "If we can't make the case for that, we'll all be in trouble."

Yet even TV's most proficient weathercasters are constricted by certain human factors, such as the periodic need for sleep.

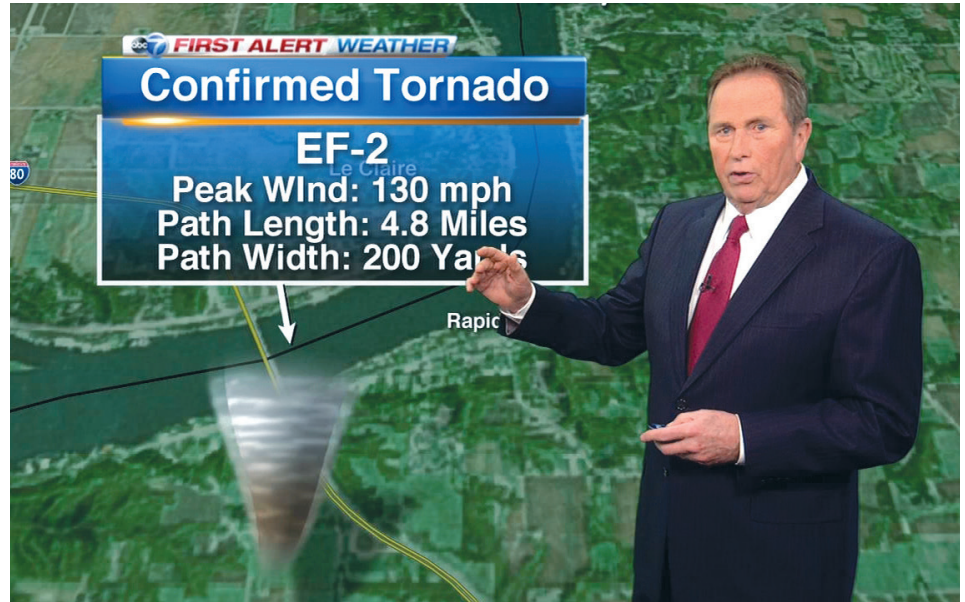
"The science is so much better than when I started but there is still a limit to what we can do," Jensen says. "So when our bosses, and our bosses' bosses, and the viewers keep demanding more and more, it can be very challenging for a scientist working in a newsroom."

She adds, "There is no way to not always be in a rush."

Regardless, weathercasters say they are relatively optimistic about their profession's future.

"We bank on when the day is done, consumers will come to a meteorologist, a website, a TV station they have watched for 25 years to get confirmation of what they have been looking at all day," Jensen says.

WLS' Taft also has hope, saying he be-



**After 32 years at WLS Chicago, Jerry Kraft (above) was a proponent of the station buying its own Doppler 7 Max radar (right) to keep people safe when severe weather hits. Kraft is reporting far more tornadoes than he has in the past.**

lieves the human touch TV meteorologists bring to forecasting will prevail in keeping viewers warm, dry and safe from the forces of Mother Nature.

"My non-alarmist style has always been no hype, giving viewers just the facts and keeping people calm through the threat," he says.

"There's no need to panic," he says. But we do need to be prepared and be ready with the aim of saving lives." ⚡



**DALLAS RAINES, CHIEF METEOROLOGIST, WABC LOS ANGELES (ABC O&O)**



Raines is known for some of his signature moves during forecasts—the crouch, the swing and the pump among them. But he takes weather seriously, too. Raines (his real name) attended a debate on global warming in the Clinton White House. He has also worked as a college meteorology professor.

**ANDREA ROMERO, CHIEF METEOROLOGIST, WNJU NEW YORK (TELEMUNDO O&O)**



Romero leverages a multitude of tools, from WNJU's app to Facebook Live, to keep Spanish-speakers up to date on the weather. The bilingual meteorologist was one of the country's first Hispanic women to obtain seals of approval from both the National Weather Association and the American Meteorological Society.

**TOM SKILLING, CHIEF METEOROLOGIST, WGN CHICAGO (TRIBUNE, INDEPENDENT)**



Legend has it that, after 38 years at WGN, Skilling can influence the grain markets with his forecasts. In April, Skilling hosted his 36th annual Tornado and Severe Storm Seminar at the research center Fermilab. He also hand-draws weather maps that are the basis for the ones that appear in the *Chicago Tribune*.

**AMBER SULLINS, CHIEF METEOROLOGIST, KNXV PHOENIX (E.W. SCRIPPS, ABC)**



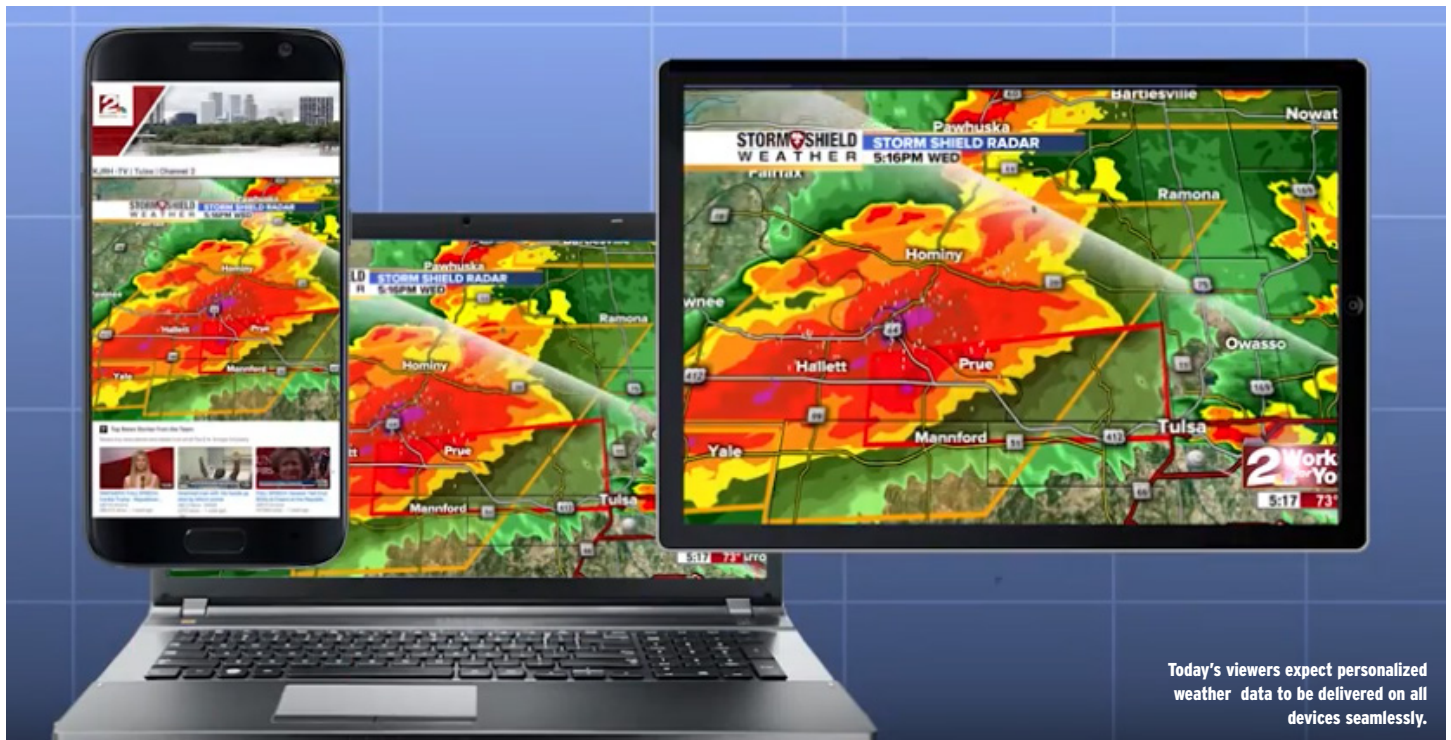
One of the relatively few female Big Four affiliate chief meteorologists, Sullins has spent the last three years focusing on covering climate change, and its impact on Arizonans. With help from Climate Central, Sullins uses graphics on-air and on social media to help viewers better understand climate science.

LOCAL TV'S WEATHER WHIZZES (CONTINUED)

# THE VALUE OF WEATHER RADAR OWNERSHIP

Information gleaned from next-gen radar data helps news stations put more accurate weather info into the hands of their audiences, and to do so more frequently.

By Don Morelli



**D**uring severe weather, viewers turn to trusted experts on local television for the critical information they need to stay safe. When you're in the business of saving lives, minutes count. So you can't afford a conflict between getting to air first, and getting to air right.

Now you can empower your experts with groundbreaking control over the story—faster and more accurately than ever before. Working exclusively with The Weather Company, an IBM Business, EEC offers Defender and Ranger, state-of-the-art, near real-time Doppler weather radar solutions that work seamlessly with the [Max Ecosystem](#).

## EEC Radar: The End-to-End Difference

For more than 45 years, EEC has designed, manufactured, and maintained radars right here in the USA, from the ground up. Our turnkey process allows us to configure your system to

your exact specifications and offer an unmatched level of end-to-end support. This translates to huge savings in terms of installation and maintenance. And because of this 100 percent hands-on knowledge, we're continually innovating new components—such as our IQ2 Processor, one of the most advanced radar processors on the market. With our expert training and continuous support, you not only gain a competitive edge, you keep it.

## Control in the Palm of Your Hand

Having your own radar allows your news team to get more frequent, immediate, and resolute data—up to 2.5 minutes quicker than The National Weather Service (NWS). With the powerful combination of EEC Radar and [Max Storm](#), you can take control of the radar, sweep and investigate, zero in on sections of storms, and analyze parameters that indicate life-threatening conditions.

Show your viewers just how far away the storm is—in near real-time—with an interactive distance tool. Or highlight a projected path that automatically lists not only cities, towns, and locations in the path, but also gives the estimated time the storm will hit. And then immediately distribute that information across all platforms, through [Max Engage](#) and Max Prism. With [Max Connect](#), all this power is controlled easily via an iPad, maintaining that important connection to viewers. It's a dazzling difference your audience will notice—and so will your sponsors. In fact, EEC radars often end up paying for themselves through sponsorships alone.

### The Game-Changing Power of Dual Pol Technology

Over 15 years ago, EEC pioneered dual-polarity radar. With both horizontal and vertical beams for double the resolution, a precise 3-D look at precipitation is now possible, second by second, throughout the storm. So you not only get to see exactly how the storm is

*The Defender and Ranger radar systems give stations accurate, timely, and personalized weather data. Defender's long-range radar tracks multiple fronts in a given area, while Ranger is a portable radar system for short-to-medium range weather detection.*

moving, but you also get to see exactly how it's developing—well before it becomes life threatening.

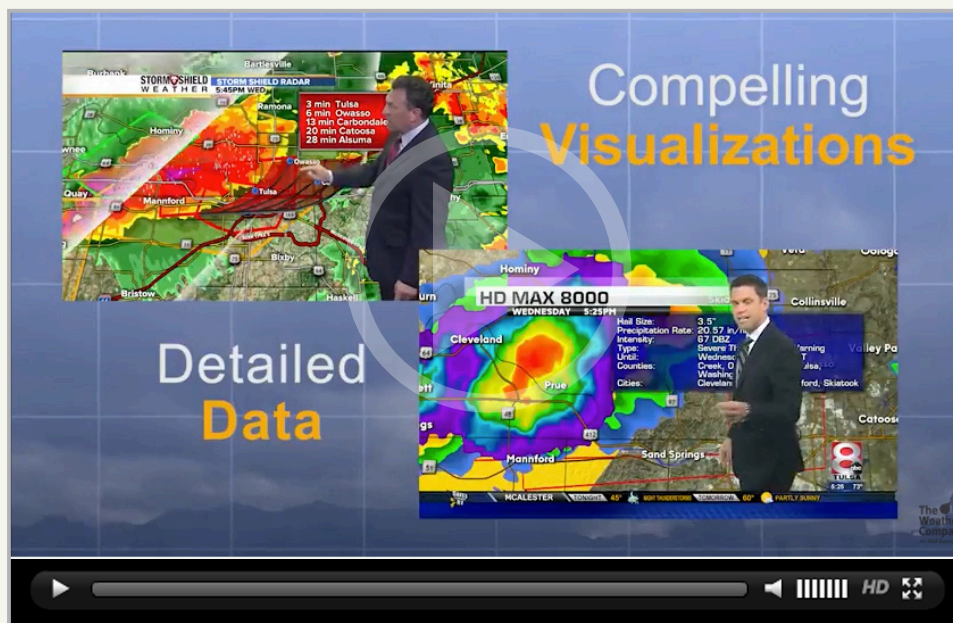
Our [Defender C](#) and [S-Band](#) models are available with either EEC's industry-standard single-polarization or with our new, highly advanced dual-polarization system that's years ahead of anything else on the market. For big performance without a big price tag, the completely portable [Ranger X-Band](#) comes with dual-pol built right in. The Ranger radars are ideal for "gap filling" by providing data in areas where NWS Doppler radar doesn't have good,

low-level coverage. For instance, KLTV in Tyler, Texas used their Ranger radar to instantly detect the Van, Texas EF3 tornado—while the NWS radar's beam was shooting over the circulation. KLTV then followed and tracked the tornado through the entire event, warning everyone in its path and especially those viewers in Van. Without KLTV's Ranger radar, there's no telling how many additional injuries or deaths would have occurred.

SPONSORED CONTENT



## The Power of Live Radar



3:48 MINUTES



# ADAPTING WEATHERCASTS FOR DIGITAL MEDIA

How to cater and craft weather stories in today's digital world

By Rodney Thompson



**The grungy look and the odd, sometimes out-of-place graphic elements on Snapchat are requiring news stations to develop a new perspective on video storytelling.**

Simply reusing your existing TV weather forecasts on digital platforms isn't going to cut it in today's ever-expanding digital world; your weather stories need to cater to how consumers interact with the content—mobile apps, Web sites, etc. Making your weather coverage look native on these platforms require that your station [meet user expectations](#) by adapting content to the nuances of that particular platform.

## Adapting for Digital

Digital users want your station's content (video, images, text) to align with what's typically offered on their platforms of choice. Follow these steps to adapt your weathercast for digital media.

**Become a student of the craft**—Regularly using the platforms to which you are posting content will help make you more familiar with their requirements. "I don't use Facebook," and "I never check my station's weather app" won't get you any closer to understanding your users' wants and needs on these sites. Since your audience is spending time on new digital platforms, it's important for you to understand and use them too. You should also try emerging channels, since it will help raise your awareness of digital consumption and shifting audience expectations.

To create and develop videos that delight your digital users, you

have to use the same workflows and consume content on the same platforms as your audience. Consider Snapchat: The platform's grungy look and odd, sometimes out-of-place graphic elements have changed my perspective on video storytelling and opened my mind to new product features for [Max Engage](#).

**Review top-performing content**—One of the most effective ways to adapt your content is to examine other top-performing content on that platform. A perk of digital media is that feedback on what people like, engage with, and share is near real-time. By replicating content that generates high engagement, you can increase your success and post fewer flops.

In the same way that control rooms display competitors' broadcasts, you should take a similar approach for digital: Look at what your competitors are doing, where they are driving engagement, and, if needed, how to replicate their success.

**Capture and maintain the viewer's attention**—We have built a tried and true method in [TV weather broadcasts](#) of spreading the story across multiple hits to keep the viewers watching longer: "We are in for some heavy rain—I'll tell you the timing coming up." In digital media, though, the opposite is true: You get less than three seconds to grab someone's attention—especially with millennials—

otherwise they move on. You have to start strong and keep that attention the whole time.

Depending on the strength of the topic, digital media affords you 30–45 seconds to tell your story. Viewers on these platforms want quick, bite-sized chunks of weather information. Max Engage gives you a countdown timer and visual color indicators during the recording process and won't allow you to produce a mobile video over 60 seconds. You can easily thread multiple videos together as part of a larger weather story. Also important: Digital weather videos can be “edgier” since that's what audiences expect on those platforms.

**Think for a much smaller screen**—It's been programmed into how we think about graphic creation: maintaining safe title. This is another case for which the opposite is true on digital platforms. You need to leverage 100 percent of the video area, especially for mobile devices where the screen real estate is at a premium. Videos that are viewed in vertical mode squeeze the real estate even more.

[KPCP](#) reports a 29 percent consumption rate for vertical videos,

*How does a station craft weather coverage so that it looks as though it's been designed for a specific platform? By crafting content based on the nuances of the platform a viewer is using.*

which is up from five percent in 2010. Snapchat and some other social apps only support vertical consumption—and seven billion videos are consumed every day on Snapchat alone.

Everything about your graphic should be optimized for the smaller screen. Too often, news stations take their TV weather coverage and upload it to digital platforms as a video, but the text and graphics are simply too small to be useful. Your map views should be tighter, and the text on your banners

and city names should be larger.

**Silent video creation**—Per [Digiday](#), 85 percent of Facebook videos are watched without sound. Viewers are looking at their phones at work, during lunch, while in a meeting, or in line at a store—they don't want to disrupt their experiences with audio. Since you need to communicate with words on these videos, consider using captions to illustrate your message. For digital, transition away from using an on-air presenter in front of a green screen and instead create graphic-heavy videos with large text to help the content stand out in the news feed.

SPONSORED CONTENT



## Max Engage: Weather Information Looking For You

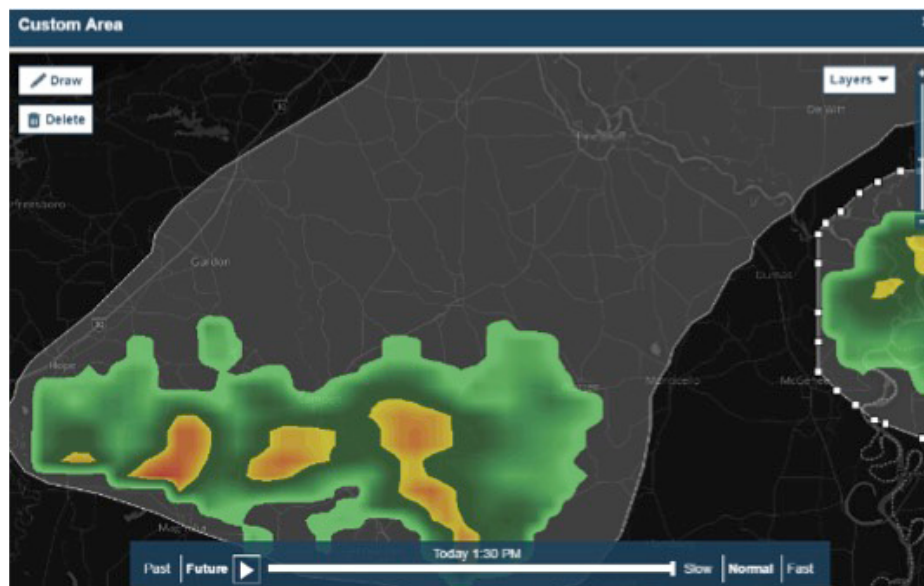


0:49 MINUTES

# HOW TO PERSONALIZE YOUR WEATHER FORECASTS IN MAX ENGAGE

Push-driven mobile content is one step in the right direction

By Rodney Thompson



Providing accurate weather coverage of your local area is not enough to capture the attention of digital users who demand a higher degree of personalization than ever before.

Knowing that there are [about 2.2 million apps available in the Google Play Store](#) and [about 2 million apps in the Apple App Store](#) and that [77 percent of users never use an app again 72 hours after installing it](#), TV stations must seize this opportunity to leverage their local insights and trustworthy reputations to immediately prove the app's

value and make the user experience a positive one to ensure repeat usage.

To truly make the shift to digital, perhaps it's best to look at the level of personalization Google offers its customers through Google Now. Not so long ago, we were amazed that Google could give us answers to even ill-formed questions, but it has been working on an evolutionary capability to improve this. Google Now can give us answers to questions before we even know to ask.

Consumers are experiencing [more personalization](#), which is driving their expectations when they consume weather information. By emulating Google's success, your station's mobile app can offer more value than other weather apps by surfacing the right content for your users. We should no longer expect users to look for videos; you must have the relevant videos find them, depending on where they are geographically located and where they are in the weather app. This gives you the ability to tell the weather story in context.

Audiences are looking for the following when consuming weather news:

- Compelling content
- Targeted, relevant information
- Seamless cross-screen weather coverage
- Accurate information from trusted sources.

Here are the steps you can take towards meeting your audience's demand for weather on their terms:

**Compelling content**—Slicing up broadcast weather segments and feeding that into your mobile app doesn't work well for many reasons. The typical mobile consumers watch videos in portrait mode, which means it is a much smaller screen, and they're looking for quick snippets of information. You have about three seconds to get someone's attention to keep them watching. Supply a video that quickly conveys the weather information; then, you have an opportunity to provide additional videos that also grab their attention.

**SOLUTION:**  
**MAX ENGAGE**

- Immediate results**  
Average 773% increase in mobile video views after two months
- Audience retention**  
98% app return rate as a result of relevant content served throughout the day
- Geo-targeted, personalized content**  
Weather delivered to users without them searching for it
- Proven Max ecosystem**  
Over a year in market and in use at 55 stations

Personalizing your push alerts will benefit users and increase the likelihood they'll open your weather app and engage with your coverage. Geo-targeting an entire city or county isn't a precise way to alert users of weather activity, as storms don't stay within the limits of a certain region; you can create push alerts through geo-targeting a specific area with [Max Engage](#). By creating geo-fences around areas or weather events, you're ensuring only the people affected by the storm are receiving your alerts.

**Seamless cross-screen weather coverage**—The weather audience is more stratified than ever; you

Also, compelling content has to persist during good weather. Be opportunistic! When you are in a good weather pattern, create other interesting videos for your mobile viewer.

A consumer's news expectations change throughout the day based on what they are doing, which should inform your station's coverage of the weather across channels. Adapt the mobile content for users based on their consumption habits. Users want weather-related content on their terms, which may require serving commute-related weather stories in the morning hours and a more entertaining weather explainer in the afternoon.

**Targeted, relevant information**—Whether reporting everyday or severe weather, serve your audience videos that are most relevant to them without requiring them to search within the app. Establish a video-first approach by linking videos to the 10-day or hourly pages. Automate which videos are served based on users' geographic locations to ensure they receive information about weather activity affecting them. Sending push alerts brings relevant information to your audience before they search for it themselves.

have to meet them where they are across all channels. It can be an overwhelming task to keep these channels filled with compelling content, as station resources are spread thinner than ever. Max Engage solves this problem, bridging the gap between broadcast and digital. Max Engage makes your on-air shows better while making it easier to get content out to your digital channels. It's also powered by an event engine, so compelling content is surfaced by weather and traffic triggers and relevant content is always available on all platforms.

**Accurate information by trusted sources**—Local stations have spent decades building expertise and a reputation as the trusted local source for weather information, as they are best positioned to curate accurate weather content for their users. You know your local audience better than national weather app providers. Add your insight and take the personalization leap to differentiate your weather reporting to meet the expectations of today's viewer.

Max Engage makes it easy to get content to the right users when and where they want it. It's time to embrace the age of push-driven mobile content. And Max Engage will lead you there.



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